

## **FOR IMMEDIATE RELEASE:**

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### **Robeks Offers Relief in Tough Economy**

Manhattan Beach, CA, March 30, 2009 — Robeks, a leading national chain of fruit smoothie restaurants, has been listed as no. 172 by Entrepreneur Magazine in their 30<sup>th</sup> Annual Franchise 500 ranking. The rankings are based on financial strength, stability, growth rate, size, and other key criteria. Robeks anticipates continued growth as Americans, in growing numbers, seek healthier alternatives to fast food. Their growth is expected to continue as the numbers of more health conscious customers continues to grow, which is expected to attract to the franchise brand, savvy entrepreneurs who want to capitalize on the growing trend toward healthier lifestyles.

Robeks offers customers a variety of fresh and tasty fruit smoothies and healthful fare, all made with the highest quality ingredients available and geared for the lifestyles of today's consumers. "Robeks smoothies are fast, portable, and give customers a much needed break from typical fast food," states Joe Gisbert, Robeks Chief Marketing Officer. The economy is a challenge, but our loyal customers keep coming back, because they cannot get the same levels of quality and taste elsewhere."

"With today's economic uncertainties, business entrepreneurs are looking for concepts that are well positioned for sales and profit growth into the future", says franchisee David Rawnsley. "I believe Robeks is ideally positioned to attract customers who want to be healthier, but must maintain a fast paced lifestyle." Robeks growth is a reflection of these growing consumer trends.

### **About Robeks**

Since 1996, Robeks has made healthful eating a consumer pleasure with quick and easy meals featuring premium, made-to-order, fruit smoothies, fresh-squeezed fruit and vegetable juices, healthy snacks, sandwiches and wraps, salads, and frozen yogurt (in many locations). Robeks serves more than nine million guests annually throughout its franchise system of 155 stores in 17 states and Washington D.C. Recently, the company also moved up to No. 10 on Restaurant Business Magazine's "Fastest Growing" 2007 list. Visit [www.robeks.com](http://www.robeks.com)